

1 of 8

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) ANJIE BRADY

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	1	TH-F	6A-630A		:30	\$400.00	10/11-10/12	6	1	6	\$2,400.00	
		Buyline Comment: 6A NEWS										
	2	M-TU	6A-630A		:30	\$400.00	10/15-10/16	4	1	4	\$1,600.00	
		Buyline Comment: 6A NEWS										
	3	M-TU	630A-7A		:30	\$400.00	10/15-10/16	4	1	4	\$1,600.00	
		Buyline Comment: NEWS										
	4	TH-F	630A-7A		:30	\$400.00	10/11-10/12	6	1	6	\$2,400.00	
		Buyline Comment: NEWS										
	5	TH-F	7A-9A		:30	\$400.00	10/11-10/12	6	1	6	\$2,400.00	
		Buyline Comment: GOOD MRN AMR										
	6	M-TU	7A-9A		:30	\$400.00	10/15-10/16	4	1	4	\$1,600.00	
		Buyline Comment: GOOD MRN AMR										
	7	M-TU	9A-10A		:30	\$225.00	10/15-10/16	4	1	4	\$900.00	
		Buyline Comment: MORNING BLEND										
	8	TH-F	9A-10A		:30	\$225.00	10/11-10/12	6	1	6	\$1,350.00	
		Buyline Comment: MORNING BLEND										

Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .ROMNEY 4 PRESIDENT

Product MITT ROMNEY

Estimate# 494

Buyer STEPHANIE KINCAID

Phone#

Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 02494

Agency C/P1/P2/E //494

Flight Dates 10/11/2012 - 10/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	9	TH-F	10A-11A		:30	\$550.00	10/11-10/12	3	1	3	\$1,650.00	
				Buyline Comment: THE VIEW								
	10	M-TU	10A-11A		:30	\$550.00	10/15-10/16	2	1	2	\$1,100.00	
				Buyline Comment: THE VIEW								
	11	M-TU	11A-12P		:30	\$300.00	10/15-10/16	4	1	4	\$1,200.00	
				Buyline Comment: MIDDAY NEWS								
	12	TH-F	11A-12P		:30	\$300.00	10/11-10/12	6	1	6	\$1,800.00	
				Buyline Comment: MIDDAY NEWS								
	13	TH-F	12P-1P		:30	\$600.00	10/11-10/12	6	1	6	\$3,600.00	
				Buyline Comment: THE CHEW								
	14	M-TU	12P-1P		:30	\$600.00	10/15-10/16	4	1	4	\$2,400.00	
				Buyline Comment: THE CHEW								
	15	TH-F	1P-2P		:30	\$600.00	10/11-10/12	3	1	3	\$1,800.00	
				Buyline Comment: GENERAL HOSPITAL								
	16	M-TU	1P-2P		:30	\$600.00	10/15-10/16	2	1	2	\$1,200.00	
				Buyline Comment: GENERAL HOSPITAL								
	17	TH-F	3P-330P		:30	\$250.00	10/11-10/12	3	1	3	\$750.00	
				Buyline Comment: MILLIONAIRE								
	18	M-TU	3P-330P		:30	\$250.00	10/15-10/16	2	1	2	\$500.00	
				Buyline Comment: MILLIONAIRE								
	19	TH-F	330P-4P		:30	\$250.00	10/11-10/12	3	1	3	\$750.00	
				Buyline Comment: NEWS								

3 of 8

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	20	M-TU	330P-4P		:30	\$250.00	10/15-10/16	2	1	2	\$500.00	
		Buyline Comment: NEWS										
	21	TH-F	4P-430P		:30	\$350.00	10/11-10/12	6	1	6	\$2,100.00	
		Buyline Comment: JUDGE JUDY										
	22	M-TU	4P-430P		:30	\$350.00	10/15-10/16	4	1	4	\$1,400.00	
		Buyline Comment: JUDGE JUDY										
	23	M-TU	430P-5P		:30	\$350.00	10/15-10/16	4	1	4	\$1,400.00	
		Buyline Comment: JUDGE JUDY										
	24	TH-F	430P-5P		:30	\$350.00	10/11-10/12	6	1	6	\$2,100.00	
		Buyline Comment: JUDGE JUDY										
	25	TH-F	5P-530P		:30	\$600.00	10/11-10/12	6	1	6	\$3,600.00	
		Buyline Comment: 5P NEWS										
	26	M-TU	5P-530P		:30	\$600.00	10/15-10/16	4	1	4	\$2,400.00	
		Buyline Comment: 5P NEWS										
	27	M-TU	6P-630P		:30	\$850.00	10/15-10/16	4	1	4	\$3,400.00	
		Buyline Comment: 6P NEWS										
	28	TH-F	6P-630P		:30	\$850.00	10/11-10/12	6	1	6	\$5,100.00	
		Buyline Comment: 6P NEWS										
	29	TH-F	630P-7P		:30	\$850.00	10/11-10/12	6	1	6	\$5,100.00	
		Buyline Comment: 630P NEWS										
	30	M-TU	630P-7P		:30	\$850.00	10/15-10/16	4	1	4	\$3,400.00	
		Buyline Comment: 630P NEWS										



Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .ROMNEY 4 PRESIDENT

Product MITT ROMNEY

Estimate# 494

Buyer STEPHANIE KINCAID

Phone#

Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 02494

Agency C/P1/P2/E //494

Flight Dates 10/11/2012 - 10/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	42	TU	10P-11P		:30	\$3,000.00	10/16-10/16	1	1	1	\$3,000.00	
				Buyline Comment: PRIVATE PRACTICE								
	43	SA	8P-9P		:30	\$2,000.00	10/13-10/13	1	1	1	\$2,000.00	
				Buyline Comment: SATURDAY NIGHT NEWS								
	44	TH	6P-8P		:30	\$4,500.00	10/11-10/11	1	1	1	\$4,500.00	
				Buyline Comment: VP DEBATE								
	45	M	10P-11P		:30	\$7,500.00	10/15-10/15	1	1	1	\$7,500.00	
				Buyline Comment: CASTLE								
	46	F	8P-9P		:30	\$1,250.00	10/12-10/12	1	1	1	\$1,250.00	
				Buyline Comment: SHARK TANK								
	47	F	10P-11P		:30	\$3,000.00	10/12-10/12	1	1	1	\$3,000.00	
				Buyline Comment: 20/20								
	48	SA	6A-630A		:30	\$250.00	10/13-10/13	2	1	2	\$500.00	
				Buyline Comment: 6A NEWS								
	49	SA	630A-7A		:30	\$250.00	10/13-10/13	2	1	2	\$500.00	
				Buyline Comment: NEWS								
	50	SA	7A-8A		:30	\$750.00	10/13-10/13	2	1	2	\$1,500.00	
				Buyline Comment: GOOD MRN AMR SATURDAY								
	51	SA	8A-9A		:30	\$275.00	10/13-10/13	2	1	2	\$550.00	
				Buyline Comment: 8A NEWS								
	52	SA	9A-4P		:30	\$1,250.00	10/13-10/13	4	1	4	\$5,000.00	
				Buyline Comment: COLLEGE FOOTBALL								



Station KTNV-TV LAS VEGAS, NV

Advertiser ( ) .ROMNEY 4 PRESIDENT

Product MITT ROMNEY

Estimate# 494

Buyer STEPHANIE KINCAID

Phone#

Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 02494

Agency C/P1/P2/E //494

Flight Dates 10/11/2012 - 10/16/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	64	SU	9P-10P		:30	\$3,250.00	10/14-10/14	1	1	1	\$3,250.00	
			Buyline Comment: REVENGE									
	65	SU	11P-1130P		:30	\$600.00	10/14-10/14	2	1	2	\$1,200.00	
			Buyline Comment: 11P NEWS									
	66	SU	5A-530A		:30	\$200.00	10/14-10/14	2	1	2	\$400.00	
			Buyline Comment: NEWS									
	67	SU	530A-6A		:30	\$200.00	10/14-10/14	2	1	2	\$400.00	
			Buyline Comment: NEWS									

---REPORT TOTALS---

Report Totals: 203 / \$147,100.00

---SALES MONTHLY TOTALS---

Oct 12: 203 / \$147,100.00

Sales Totals: 203 / \$147,100.00

Station Totals: 203 / \$147,100.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$544,816	KBLR	0%	KLAS	17%	KSNV	23%	KTNV	37%	KTUD	0%
		KVCW	1%	KVMY	3%	KVVU	19%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null

Demos RA35+

Station	KTNV-TV LAS VEGAS, NV	Agency	( ) AMERICAN RAMBLER PRODUCTIONS	Rep Firm	
Advertiser	( ) .ROMNEY 4 PRESIDENT		138 CONANT STREET	Sales Office	( ) PHILADELPHIA
Product	MITT ROMNEY		BEVERLY, MA 02494	Salesperson	( ) ANJIE BRADY
Estimate#	494	Agency C/P1/P2/E	//494	Salesperson Phone#	215-567-6005
Buyer	STEPHANIE KINCAID	Flight Dates	10/11/2012 - 10/16/2012	Salesperson FAX#	215-567-5938
Phone#		Hiatus Weeks			
Fax#					

--- CREDIT RISK ---  
CASH IN ADVANCE